In John Bunyan’s *The Pilgrim’s Progress*, the pilgrims cannot reach the Celestial City without passing through Vanity Fair, where everything is bought and sold. In recent years there has been much analysis of commerce and consumption in Britain during the long eighteenth century, and of the dramatic expansion of popular publishing. Similarly, much has been written on the extraordinary effects of the evangelical revivals of the eighteenth century in Britain, Europe, and North America. But how did popular religious culture and the world of print interact? It is now known that religious works formed the greater part of the publishing market for most of the century. What religious books were read, and how? Who chose them? How did they get into people’s hands? *Vanity Fair and the Celestial City* is the first book to answer these questions in detail.

**Features**

- Offers the first detailed account of the writing, editing, publishing, and distribution of popular religious books by evangelical dissenters, Methodists, and Church of England evangelicals in the period 1720 to 1800
- Brings together the methods and approaches of religious history, book history, literary history, and the history of reading

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